

RJ Reynolds

Tobacco Company

JUL 28 1995

R (L) M

K. N. Wadia
Senior Manager - Direct Marketing
Winston-Salem, NC 27102
910-741-7004

VIA FAX (908) 417-9076

July 25, 1995

Ms. Lori O'Connor, RBM
New York Region #1200

Dear Lori:

The Independent Retailer Program is scheduled to begin mailing out today. As a reminder, the key to the success of this program will be proper implementation. Since we put so much effort into this program, let's make sure your CAM's, SAM's, DM's, and wholesalers have a good understanding of the program. Attached is a description of the program and example of the order card.

Please feel free to give me a call if you have any questions.

Sincerely,

K

K. N. Wadia

nl

Attachment

cc/attach: Mr. M. A. Young
Mr. D. P. Fitzgerald

51850 4201